Sales and Revenue Transformation

Transform CX and operations with Salesforce Revenue Cloud.

brillio

The Why

Unlock the power of Salesforce Sales Cloud to enhance customer experience powered by AI.

Salesforce Sales Cloud offers intelligent systems to accelerate your business's digital transformation. It coordinates your activities in a centralized manner. The intuitive interface allows you to manage each activity quickly, improving sales processes and result analysis.

Salesforce Sales Transformation, when executed with other key offerings from the ecosystem such as Einstein and Salesforce flows offers a unique opportunity to build a digital glue for the enterprise. To address this opportunity, you need a partner who can achieve the following:

Improved Collaboration: Facilitate collaboration among sales teams, marketing, customer service, and other departments. Ensure alignment and a unified approach to customer interactions.

Improved Customer Experience: Drive a seamless and consistent experience across all touchpoints. Provide a 360-degree view of customer interactions.

Improved Sales Efficiency: Streamline sales processes. Automate routine tasks to reduce manual efforts and increase productivity.

Increased Sales Revenue: Accelerate sales cycles. Identify cross selling and upselling opportunities and optimize pricing strategies.

Digital glue

- Streamline and improve sales processes

- Gain valuable insights to drive business decisions

- Real time visibility into sales pipeline

- Seamless lead-to-opportunity conversion processvv

The What

Comprehensive methodology to enhance CX, drive revenue growth, and reduce costs.

Lead and campaign management: Leverage the power of AI for better lead scoring, opportunity insights, and activity capture.

Opportunity management: Personalize and sell the way you want to sell.

Account and contact management: Engage with prospects throughout the buyer's journey.

CPQ: Allows businesses to generate accurate quotes for their products and services quickly.

Order management: Automate order processing workflows, providing real-time visibility into order status and fulfillment.

Process automations – custom development: Get visibility into sales forecast and team performance.

Possible Transformation Requirements	
Platform Integration Transition • Unify and distribute customer data for sales teams across departments, platforms and channels. • Streamline sales processes by customizing the sales cloud. • Gather real-time insights by leveraging the Salesforce data cloud.	**Organization Transition** • Create a single pane of glass across marketing and sales. • Align objectives and work to improve KPIs and track them. • Utilize AI capabilities to help sales teams with better recommendations and suggestions.

Latest Trends

• Understand the corner use cases or user experience that could be enabled for your sales teams.

• Target specific customers or business lines by enhancing capabilities and leveraging new Salesforce Sales Cloud features.

- Leverage value accelerators to drive results across domains

- Risk mitigation accelerators for Responsible AI

- Other relevant partnerships to drive holistic innovation

The How

Sales acceleration through revenue cloud

Personas

- Sales
- Deal Desk
- Pricing
- Billing
- Legal
- Accounting

salesforce

conga

docusign

ZUORA

Problems we solve

- Subscription Products and Renewal Management
- Products / SKU Rationalization
- Pricing Guidance
- Advanced Approvals
- Contract Negotiation
- Billing Automation
- Revenue Recognition

Impact we create

10% increase in NPI Velocity

20% reduction in quote generation time

20% decrease in Operation Costs

30% higher upsell and cross-sell revenues and greater renewal rates

32% reduction in Quote Generation and Approval time

Use Cases we solve for customers

	CPQ Focus	Billing Enablement	Contract Negotiation	Order Management	Revenue Recognition
Use Cases	• Accelerate Sales Process • Improve Sales Productivity • Optimize Sales Margins	• Enable Billing for CPQ Orders • Simplified Invoicing process for New/Amendment/Renewals • Reduced Manual efforts for Finance	• Automate Agreement Creation and Workflow • Improve Collaboration and Alignment across Legal, External Party • Track and Manage Contractual Obligations	• 100% Accurate Booking Information • Real Time Order Updates from Fulfillment System • Automate Order Reconciliation	• Compliance with Accounting Standards • Insightful Reporting and Analytics • Transparency and Auditability
Business Values	• Increase in Sales Efficiency and Quote Accuracy • Increase in Cross Sell & Upsell • Faster Quote Cycle	• Improved Cash Flow • Increased Revenue Accuracy • Better Invoice Reporting and Revenue Trends	• Streamlined Contract Process • Improved Collaboration • Reduced Risk and Compliance Exposure	• 100% accurate Booking and forecast information • Improved visibility for Account management • Single source of truth for all Sales/Order information	• Accurate Revenue Reporting • Improved Financial Visibility
Persona or Vertical	• Sales • DealDesk • Finance	• Billing Admin • Finance Operations • Billing Ops	• Legal • Contract Admin • Sales Operations	• Order Operations • Inside Sales • Channel • Supply Chain Manager	• Accounting • Auditors • Finance Managers

Client success stories

Enhancing sales cloud functionality for improved lead qualification and reporting

New components have been integrated into the Sales Cloud platform. Enhancements in reporting capabilities have been made through the introduction of new reports and dashboards. These additions empower sales teams with comprehensive insights, enabling them to make informed decisions and drive performance effectively.

20% Increase in deal visibility

25% Increase in deal efficiency

Overcoming sales digitization hurdles for enhanced efficiency

A comprehensive system was implemented to facilitate the execution of the sales cycle, focusing on enhancing effectiveness through reviews, reports, and collaboration tools. This included personalized homepages and automated account summaries, significantly reducing the time needed for deal closures.

10% Improved efficiency through customized solution

90% Onboarding of the team in the first week itself

Build scalable platform for faster client onboarding and better experience

Transformed existing sales, quoting & contracting solution using Salesforce CPQ and integrate with back-office to create a unified Product & Pricing strategy for e-commerce & direct sales. Defined managed service governance and framework to optimize and structure the support model. Managed Services for marketing integration, SFA, CPQ, Experience Cloud, Back-Office Integration and Data

27% ROI realization in year 1

2X Reduction in scheduling effort through modular interfaces

Automation in subscription Revenue Recognition Management

Automating Order and Invoice processes across the Salesforce system. Accelerate the Quote- to- Cash cycle, streamline invoice generation and processing and Generate Rev. Rec. Reports based on FMV calculations. Accelerated upfront sales process and decision making by providing Deal Guidance. Multi Currency & Multi Language Support

80% Reduction in order generation cost

15% Reduction in invoice generation cost

Brillio

Your partner-of-choice for sales and revenue transformation

Transform your sales operations with our state-of-the-art Sales and Revenue Cloud, meticulously crafted to elevate your business into a high-performing revenue-generating machine. Our innovative solution seamlessly integrates CPQ (Configure, Price, Quote) to deliver customized B2B solutions, empowering your sales team to provide personalized and precise proposals with unprecedented speed.

Beyond CPQ, our Sales and Revenue Cloud incorporates Salesforce Billing, Revenue Recognition and Contract Lifecycle Management (CLM) to offer a holistic approach to managing your revenue lifecycle. This comprehensive integration ensures that every facet of your sales process, from initial quote to final payment and beyond, is optimized for efficiency, accuracy, and enhanced customer satisfaction.

Leverage the power of AI accelerators to refine your sales strategies and enhance performance. Our AI-driven tools offer predictive insights that enable your team to prioritize the most promising leads and opportunities, boosting sales productivity, and facilitating informed decision-making and strategic planning.

With our Sales and Revenue Cloud offering, you can gain a unified, end-to-end perspective of your revenue processes, fostering growth and maximizing profitability. Partner with us on your journey towards sales and revenue transformation and unlock the full potential of your business. Trust us to be your preferred ally in achieving sales and revenue excellence.

ABOUT BRILLIO

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruption into a competitive advantage through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 17 locations across the U.S., the UK, Romania, Canada, Mexico, and India, our growing global workforce of nearly 6,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio has been certified by Great Place to Work since 2021.

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